Claims

1.   A method of creating a web page that can be used in a dynamic system for trading good and services, wherein said method includes

interacting with a computer program stored at a remote location using a computerized communication system so as to provide said computer program with a first set of information concerning a first provider;

generating said web page, wherein said web page is responsive to said first set of information;

aggregating said first set of information with at least one second set of information provided by at least one second provider;

determining a location to display said web page; and

displaying said web page.

2.   A method as in claim 1, wherein said step of interacting includes interacting with an application server provider.

3.   A method as in claim 1, wherein said first set of information includes demographic information about the first provider and product information about a good or service or type of knowledge that is offered by the first provider.

1   4.   A method as in claim 3, wherein said demographic information in-

2   cludes information necessary for processing a payment from the first provider.

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4   5.   A method as in claim 1, wherein said first set of information includes

5   a set of interactive responses to said computer program, wherein said interactive re-

6   sponses include data relating to stylistic and substantive elements included in said web

7   page.

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9   6.   A method as in claim 1, wherein said step of aggregating includes

10   determining a commonality between said first set of information and said second set of

11   information.

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13   7.   A method as in claim 1, wherein said step of determining a location

14   includes determining at least one web site.

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16   8.   A method as in claim 7, wherein said at least one web site is logi-

17   cally related to said remote location of said computer program.

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19   9.   A method as in claim 1, including the step of storing said first set of

20   information in a database.

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1   10.   A method as in claim 1, including the step of storing said web page

2   in a database.

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4   11.   An apparatus, including

5   at least one client device under the control of a provider who wishes to cre-

6   ate a web page that is used in a dynamic system for trading goods and services;

7   at least one server device that can be accessed by said client device;

8   a memory coupled to said server device, wherein said memory includes a

9   computer program providing an interactive set of instructions for generation of web pages

10 and determination of at least one web site,

11   a database coupled to said server, wherein said database includes at least

12 one record regarding a provider.

13   at least one web site wherein said web pages are displayed; and

14   a communication link.

16   12.   An apparatus as in claim 12, wherein said instructions include

17   an instruction to present a query to said client device for demographic in-

18 formation;

19   an instruction to receive said demographic information from said client de-

20 vice and store said demographic information said database;

21   an instruction to provide a set of interactive steps to said client device;

1   an instruction to receive a response from said client device to said set of

2   interactive steps, wherein said interactive steps are responsive to feedback from said cli-

3   ent device;

4   an instruction to store said feedback in said database;

5   an instruction to generate said web page based upon said feedback;

6   an instruction to compare said demographic information;

7   an instruction to associate the results of said instruction to compare with a

8   web site;

9   an instruction to display said web page at said web site; and

10   an instruction to charge said provider a fee.

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12   13.   An apparatus as in claim 12, wherein said interactive steps includes

13   one or more interactive steps involving compositional elements for inclusion in said web

14   page.

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16   14.   An apparatus as in claim 11, wherein said web site and said server

17   are coupled in such a way as to be logically related.

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19   15.   An apparatus as in claim 11, wherein said web site displays a plural-

20   ity of said web pages.

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